



Kodiak Broadband PTT for Retail/Wholesale

An Application Brief

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Overview of U.S. Retail/Wholesale Industry

The retail sector addresses the final step in the distribution of merchandise: selling merchandise in small quantities to the general public. The wholesaling process is an intermediate step in the distribution of merchandise: selling or arranging the purchase or sale of goods for resale or intermediate materials and supplies used in production. According to the US Bureau of Labor Statistics and US Census Bureau, the retail/whole sector has the following key facts:

- 15.8 million employees in retail
- Over 1 million retail establishments
- 5.9 million employees in wholesale
- More than 618,000 wholesale establishments
- Around \$5.4 trillion of retail sales and \$7.3 trillion wholesale sales

Key Communication Challenges for Retail/Wholesale

The retail/wholesale industries operate in increasingly challenging environments due to economic cycles, changing demographics, technological evolution, business globalization, and intense competition. From an operational perspective, key challenges facing the retail/wholesale industries include the following:

Overall Business Challenges	Communication Challenges
<ul style="list-style-type: none">• Targeting and keeping customers• Supply chain management• Inventory management• Employee turn-over, productivity and operational efficiency• Shrink management• Cost reduction and operating profit	<ul style="list-style-type: none">• Real-time communications with a highly mobile workforce• Reaching the right employee or group efficiently• Application integration• System interoperability• Communication cost control

Kodiak Broadband PTT for Retail/Wholesale

To meet the communication challenges outlined above, the retail/wholesale industries need a new solution that supports real-time mobile instant voice, broadband data, and productivity applications on the same device, with cellular/LMR interoperability. Broadband PTT solution from Kodiak, a Motorola Solutions Company, enables such a communication service. More specifically, it supports the following:

- **Communication over the latest cellular networks and W-Fi.** Cellular networks supported include 4G LTE, 4G HSPA+, and 3G. Support for Wi-Fi ensures effective in-

building coverage.

- **Simplicity of service deployment and management.** With hosted service, Kodiak eliminates the need for on-site equipment installation, network management or maintenance, and in-house or outsourced user support.
- **Dynamic creation and update of contact list and group list.** Kodiak Broadband PTT comes with a powerful Web-based corporate administrator tool that allows a PTT address book to be created or updated on the fly and synched to individual users' devices wirelessly, in real time.
- **Broad device choices, including the latest smartphones, feature phones, and tablets.** Smartphone/tablet operating systems supported by Kodiak Broadband PTT include Android and iOS. Ruggedized specialty handsets with a dedicated PTT button are available.
- **Multiple application modes.** Kodiak Broadband PTT offers two application modes: PTT radio mode, which provides a single and easy-to-use screen that emulates experience with traditional radio, and a standard mode, which offers full client functionality interactions.
- **Multiple PTT calling types, with call override.** Users can make 1:1 private calls, pre-defined group calls, ad hoc group calls, and broadcast calls. The supervisory override feature enables preemption at any time.
- **Secure multimedia messaging and location tracking features that enhance operational efficiency.** Kodiak Broadband PTT supports secure multimedia messaging (with text, picture, video, file, and recorded voice), location mapping on device, and geofencing, all of which enhance operational efficiency. Users now can access different means of mobile communication through a single application.
- **Interoperability between two-way radio and cellular networks.** The interoperability capability allows continued use of an existing two-way radio system and expansion of coverage or capacity cost-effectively, with seamless interoperability between PTT devices operating on different networks.
- **Integrated dispatch.** Kodiak offers an integrated dispatch application, which can be PC-based or Web-based. The application supports PTT communications, location tracking, group monitoring, voice recording, etc.
- **Significant cost savings.** Kodiak Broadband PTT, through its carrier partners, provides two pricing options: a low-cost PTT-only plan or a small nominal fee on top of an existing cellular voice/data plan, giving end customers significant cost savings.

Kodiak Broadband PTT delivers numerous benefits, including:

- Greater efficiency of communications and operations
- Optimized network coverage
- Interoperability between cellular/Wi-Fi and LMR

- Application integration on the same device
- Consolidation of communication systems/services
- Cost reduction

Key Use Cases for Kodiak Broadband PTT

Kodiak Broadband PTT delivers not only the traditional core capabilities of PTT (instant 1:1 and group calls) but also integration of mobile broadband data applications, delivered through the most diverse wireless networks to the broadest choice of devices. With Kodiak Broadband PTT, employees can reach the right person or group at any time anywhere and have real-time access to mobile data or applications relevant to their role or functions, all on a single device.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Store Managers/Executives	<ul style="list-style-type: none"> • Planning and coordination • Emergency situations • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Department Heads	<ul style="list-style-type: none"> • Assigning tasks • Status updates & reporting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Shift Supervisors	<ul style="list-style-type: none"> • Assigning task • Status updates & reporting 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Stockers	<ul style="list-style-type: none"> • Receiving assignments • Status updates & reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging/data
Customer Service	<ul style="list-style-type: none"> • Reporting customer requests • Addressing customer issues • Status updates & reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging • Productivity apps
Shipping/Receiving	<ul style="list-style-type: none"> • Receiving assignments • Status updates & reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging/data
Sales Associates	<ul style="list-style-type: none"> • Communicating customer requests/inquiries • Checking product availability • Delivery logistics 	<ul style="list-style-type: none"> • Smart phone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Drivers	<ul style="list-style-type: none"> • Order pick-up • Status updates & reporting 	<ul style="list-style-type: none"> • Smartphone • Feature phone 	<ul style="list-style-type: none"> • Messaging/data
Office Employees	<ul style="list-style-type: none"> • Driver dispatch • Status monitoring/updates 	<ul style="list-style-type: none"> • Tablet • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps

Summary

Kodiak Broadband PTT is an ideal carrier-integrated mobile communication solution. It allows users to access instant voice and mobile broadband data services on a single device, with ubiquitous network coverage. For more information, visit Kodiakptt.com.